THE IVY NETWORK CORPORATION

Where Future America Listens and Learns to Buy

242-A YALE STATION, NEW HAVEN, CONNECTICUT

TELEPHONE STate 7-0711

THOMAS A. LEE
General Manager

HARVEY M. APPLEBAUM
Executive Manager

WILLIAM M. BARSCHOW
Business Manager

SAMUEL H. ROGERS, JR.
Public Relations Director

August 15, 1958

To: All Station Managers

Just a few notes in midsummer to inform you of some recent changes in Ivy Network sponsors.

Primarily, R. J. Reynolds plans to shift from 15-minute programs to one-minute spots in the Fall.

The Hotel New Yorker desires to air its spots on all stations with the exception of Harvard on Tuesday, Wednesday, and Thursday at two per day. Over a 25 week broadcast year this should give them 150 spots.

Smith-Corona has contracted for 60 one-minute spots per station on all stations for the Fall with the understanding that this will be repeated during the Spring term. Their spots will probably come between 10 and 11 o'clock at night.

Lucky Strike has finally renewed their contract for another year.

As yet, our sports program has not been sold, but there are many interested lookers.

Esterbrook has not, as of yet, renewed or expanded its contract due to a tightening of their advertising dollar. The prospect, however, is good since a splendid job was done by Brown, Cornell, and Yale for the Esterbrook test package.

Sincerely,

Tom

Tom Lee

TAL:pd